



Role of Mass Media in Disseminating Agricultural Information to Cassava Processors in Oriire Local Government Area

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Abstract

The study evaluated role of mass media in disseminating agricultural information to cassava processors in Oriire Local Government Area. Multistage sampling technique was used to select a total number of 75 respondents that constituted the sample size. Data was analyzed using descriptive statistics (mean, percentages and frequencies). The source of information relating to cassava processing of respondents includes; past experience (74.67%), friends and family (86.67%), radio (86.67%), television (80%), newspapers (60%), poster (68%), internet (48%) and market (80%). Constraint encountered in the utilization of mass media for agricultural information dissemination were examined: and it involves high cost of data services includes; not at all (6.67%), rarely (6.67%), often (80.00%) and very often (6.67%). Inadequate technical knowledge and skills includes; not at all (13.33%), rarely (42.67%), often (30.67%) and very often (13.33%). It was concluded that most of the respondents received information relating to cassava processing from family and friend and radio while the least received it from internet. High cost of data services was the most prominent constraints encountered in the utilization of mass media for agricultural information dissemination. Therefore, the cost of data should be reduced by the network providers.

Keywords: Cassava processing, internet, poster, radio and television



**1. INTRODUCTION**

Among other sources of information, radio and TV also depicted value for information dissemination (Okwu and Daudu, 2011). Radio is a popular medium for infotainment as well as attitude change. It plays a peculiar role in technology dissemination. Similarly, Television (TV) is also a vital electronic medium in this dimension. The potential of TV for dissemination of information should be harnessed for the benefits of farmers (Nazari and Hassan, 2011). Radio and TV also provide means for dissemination of interesting and appealing messages. Audio and video cassettes display their importance not only as entertainment source but also for information delivery. These are also used as educational media. Moreover, these media reflect utility for extension activities by dint of playback facility and convenience in listening/watching of recorded messages whenever desired.

Despite possessing crucial importance, internet technology has been facing various obstacles like networking (infrastructure), language problem, and illiteracy. Khan (2010) also affirmed that lack of computer literacy and lack of interest appeared as major hurdles in using the internet (Khan, 2010). There is also a need to exploit interactive role of internet and internet facility can pave the way for extension activities.

The specific objectives are to:

1. Identify the source of information relating to cassava processing of respondents.
2. Assess the constraint encountered in the utilization of mass media for agricultural information dissemination.

2. RESEARCH METHODOLOGY

The study was conducted in Oriire Local Government Area, Oyo state, Nigeria. Its headquarters is at Ikoyi Ile. It extends from Ipeba river along Ogbomosho Oyo state to Dogo junction near Igbeti, headquarters of Olorunsogo Local Government (NPC, 2006). in Oriire Local Government is about 96km, with an area of about 2040 km². The main economic activities of the residents of the towns that make up in Oriire Local Government is farming and the main produce from their farming activities are Yam, vegetables, kolanuts, palm oil etc.

The population for this study consists of dry season vegetable farmers in in Oriire Local Government Area, Oyo state, Nigeria.



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The study used both dependent and independent variables. The dependent variables will be the determinant and it will be dichotomized (yes or no). While the independent variables will include age, sex, educational level, farm size, years of farming experience, etc...

Multistage sampling technique was used to select the respondent. The first stage was the purposive sampling of four villages. The second stage was the proportionate sampling of 20% of registered farmers from each village, thus a total of 75 respondents were interviewed.

Descriptive Statistical Tools that were used include frequency counts, percentages and means. These were used to describe the source of information relating to cassava processing and the constraint encountered in the utilization of mass media for agricultural information dissemination.

3. RESULT AND DISCUSSION

Source of information relating to cassava processing

Table 1 presented the source of information relating to cassava processing of respondents. The source of information relating to cassava processing of respondents includes; past experience (74.67%), friends and family (86.67%), radio (86.67%), television (80%), newspapers (60%), poster (68%), internet (48%) and market (80%). Most of the respondents received information relating to cassava processing from family and friend and radio while the least received it from internet. This result implies that the use of internet was very low probably because of erratic power supply and high cost of data.

Table 1: Source of information relating to cassava processing

Source	Frequency	Percentage
Past experience		
Yes	56	74.67
No	19	25.33
Friends and family		
Yes	65	86.67
No	10	13.33
Radio		
Yes	65	86.67
No	10	13.33

Television		
Yes	60	80.00
No	15	20.00
Newspapers		
Yes	45	60.00
No	30	40.00
Poster		
Yes	51	68.00
No	24	32.00
Internet		
Yes	36	48.00
No	39	52.00
Market		
Yes	60	80.00
No	15	20.00

Source: Field Survey, 2025.

Constraint encountered in the utilization of mass media for agricultural information dissemination

Table 2, presented constraints encountered in the utilization of mass media for agricultural information dissemination. Inadequate capital includes; not at all (6.67%), rarely (44.00%), often (29.33%) and very often (20.00%). Inadequate power includes; not at all (6.67%), rarely (6.67%), often (38.67%) and very often (48.00%). High cost of data services includes; not at all (6.67%), rarely (6.67%), often (80.00%) and very often (6.67%). Inadequate technical knowledge and skills includes; not at all (13.33%), rarely (42.67%), often (30.67%) and very often (13.33%).

Moreover, high cost of data services was the most prominent constraints encountered in the utilization of mass media for agricultural information dissemination. This implies that dissemination of agricultural information through the mass media could be reduce due to high cost of data services.

Table 2: Constraint encountered in the utilization of mass media for agricultural information dissemination

Constraints	Frequency	Percentage
Inadequate capital		
Not at all	5	6.67
Rarely	33	44.00
Often	22	29.33
Very often	15	20.00
Inadequate power		
Not at all	5	6.67
Rarely	5	6.67
Often	29	38.67
Very often	36	48.00
High level of illiteracy		
Not at all	15	20.00
Rarely	14	18.67
Often	36	48.00
Very often	10	13.33

Source: Field survey, 2025.

Table 2: Constraint encountered in the utilization of mass media for agricultural information dissemination (cont.)

Constraints	Frequency	Percentage
High cost of data services		
Not at all	5	6.67
Rarely	5	6.67
Often	60	80.00
Very often	5	6.67
Inadequate response		
Not at all	5	6.67
Rarely	19	25.33
Often	36	48.00



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Very often	15	20.00
Inadequate technical knowledge and skills		
Not at all	10	13.33
Rarely	32	42.67
Often	23	30.67
Very often	10	13.33

Source: Field survey, 2025.

Conclusion and Recommendation

It was concluded that most of the respondents received information relating to cassava processing from family and friend and radio while the least received it from internet. High cost of data services was the most prominent constraints encountered in the utilization of mass media for agricultural information dissemination. Therefore, the cost of data should be reduced.

4. REFERENCES

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